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AMENDMENTS TO THE CLAIMS

Claims 1-5 (Canceled)

6.   (Previously Presented) A method executed in a computer system for targeting advertisements comprising:

         defining at least one category as containing documents that may be retrieved;

         associating at least one supercategory with multiple categories including said at least one category by mapping the multiple categories to the at least one supercategory;

         associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;

         determining at least one term associated with a user search query;

         determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory;

         forming a banner ad term list, each element in said banner ad term list including terms of said first supercategory and terms of said at least one category associated with said first supercategory; and

         displaying an advertisement associated with said first supercategory.

7.   (Previously Presented) The method of Claim 6, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and the method further including:

         ranking said more than one supercategory to determine said first supercategory.

8.   (Previously Presented) The method of Claim 6, further comprising:

         determining additional terms related to terms included in said at least one supercategory; and

         wherein said determining a first supercategory also takes into account said additional terms.

9.   (Previously Presented) The method of Claim 6, wherein said documents include business information taken from listings in at least one directory of businesses.

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10.   (Previously Presented) The method of Claim 6, further including:

ranking said documents in accordance with terms occurring in said user search query and terms occurring in said multiple categories of the first supercategory.

11.   (Previously Presented) The method of Claim 6, wherein said computer system includes an on-line query tool.

12.   (Previously Presented) The method of Claim 6, wherein said determining a first of said at least one supercategory in accordance with said user search query includes:

determining a geographic area that is a search term included in said user search query.

13.   (Canceled)

14.   (Previously Presented) The method of Claim 6, wherein each element of said banner ad term list includes additional data about one of said documents associated with said each element.

15.   (Previously Presented) A computer program product for displaying advertisements on a computer system comprising:

machine executable code for determining at least one category as containing documents that may be retrieved;

machine executable code for associating at least one supercategory with multiple categories including said at least one supercategory by mapping the multiple categories to the at least one supercategory;

machine executable code for associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;

machine executable code for determining at least one term associated with a user search query;

machine executable code for determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory;

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machine executable code for forming a banner ad term list, each element in said banner ad term list including terms of said first supercategory and terms of said at least one category associated with said first supercategory; and

machine executable code for displaying an advertisement associated with said first supercategory.

16.   (Previously Presented) The computer program product of Claim 15, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and the computer program product further includes:

machine executable code for ranking said more than one supercategory to determine said first supercategory.

17.   (Previously Presented) The computer program product of Claim 15, further comprising:

machine executable code for determining additional terms related to terms included in said at least one supercategory; and

wherein said determining at first supercategory also takes into account said additional terms.

18.   (Previously Presented) The computer program product of Claim 15, wherein said documents include business information taken from listings in at least one directory of businesses.

19.   (Previously Presented) The computer program product of Claim 15, further including:

machine executable code for ranking said documents in accordance with terms occurring in said user search query and terms occurring in said multiple categories of the first supercategory.

20.   (Previously Presented) The computer program product of Claim 15, further including an on-line query tool.

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21.   (Previously Presented) The computer program product of Claim 15, wherein said machine executable code for determining a first of said at least one supercategory in accordance with said user search query includes:

      machine executable code for determining a geographic area that is a search term included in said user search query.

22.   (Canceled)

23.   (Previously Presented) The computer program product of Claim 15, wherein each element of said banner ad term list includes additional data about one of said documents associated with said each element.

24.   (Previously Presented) An apparatus for displaying advertisements on a computer system comprising:

      means for defining at least one category as containing documents that may be retrieved;

      means for associating at least one supercategory with multiple categories by mapping the categories to the at least one supercategory;

      means for associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;

      means for determining at least one term associated with a user search query;

      means for determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory;

      means for forming a banner ad term list, each element in said banner ad term list including terms of said first supercategory and terms of said at least one category associated with said first supercategory; and

      means for displaying an advertisement associated with said first supercategory.

25.   (Previously Presented) The apparatus of claim 24, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and said apparatus further includes:

      means for ranking said more than one supercategory to determine said first supercategory.

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26.   (Previously Presented) A method executed in a computer system for targeting advertisements comprising:

defining at least one category as containing documents that may be retrieved wherein said documents include business information taken from listings in a least one directory of businesses;

associating at least one supercategory with multiple categories including said at least one category by mapping the multiple categories to the at least one supercategory;

associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;

determining at least one term associated with a user search query;

determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory; and

displaying an advertisement associated with said first supercategory.

27.   (Previously Presented) A computer program product for displaying advertisements comprising:

machine executable code for determining at least one category as containing documents that may be retrieved wherein said documents include business information taken from listings in at least one directory of businesses;

machine executable code for associating at least one supercategory with multiple categories including said at least one supercategory by mapping the multiple categories to the at least one supercategory;

machine executable code for associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;

machine executable code for determining at least one term associated with a user search query;

machine executable code for determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory; and

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machine executable code for displaying an advertisement associated with said

first supercategory.